

# View Insight:

1)



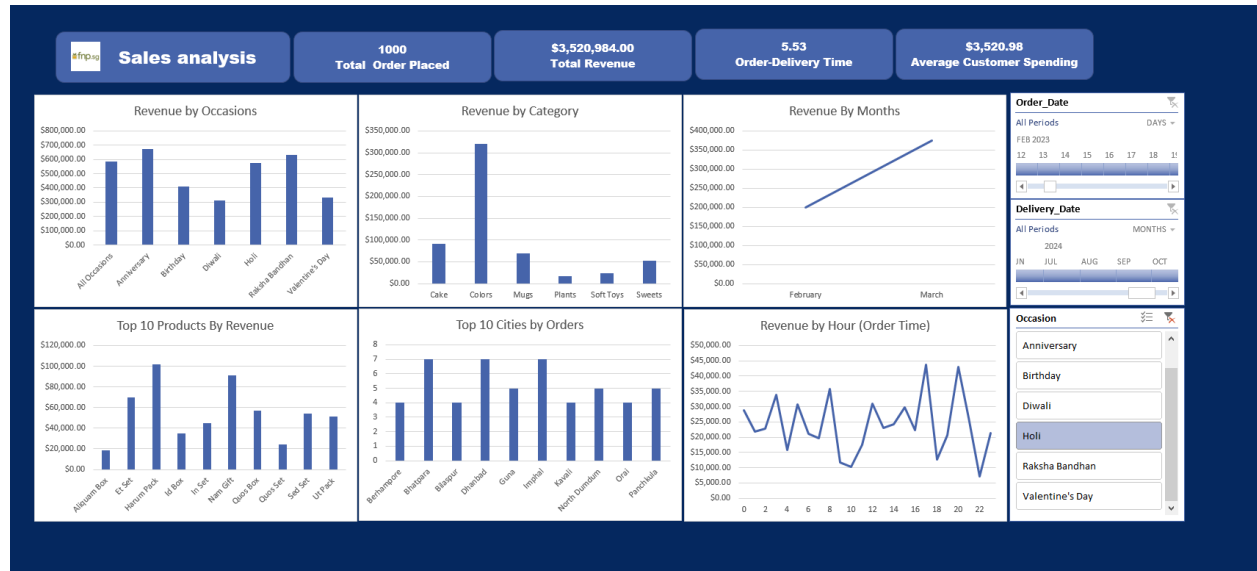
Sales are concentrated **only in February**, which confirms that Valentine's Day orders are highly seasonal.

2)



Sales are concentrated **only in November**, which confirms that Diwali Day orders are highly seasonal in 2023.

3)



During Holi 2023, the sales occurred mainly in February and March, with Colors being the most purchased category in these months.

4) Highest revenue is generated on **Anniversaries** and **Raksha Bandhan**.

5) **Valentine's Day** and **Diwali** show relatively lower revenue compared to other occasions.

**IMPORTANT NOTE:**

The **Revenue by Occasion** chart remains static and is **not impacted by slicer filtering**. All other charts respond dynamically, enabling deeper exploration of sales performance across dates and customer behavior.